

J&A Number: YOK _____

**Justification and Approval for Sole Source Procurement
Under Simplified Acquisition Test Program at FAR 13.5**

1. Name of Requiring and Contracting Activity

Requiring Activity: MIST Philippines

Contracting Activity: U.S. Fleet and Industrial Supply Center (FISC), Yokosuka, Japan

2. Nature and/or Description of the Action Being Approved:

One Mindanao Campaign Tier 2 Post / Pre Test Survey. Each pre and post test survey for each subsequent tier will cost approximately \$67,700.00 USD, but may vary slightly based on MIST-RP number of respondents, and area size.

3. Description of the Supplies and Services Being Procured:

MIST-RP requires the marketing research firm BrandLab to conduct the Post-testing of One Mindanao; Tier 1 and Pre-Testing of One Mindanao; Tier 2. It will be used to evaluate the effectiveness of Tier 1, better focus our campaign for Tier 2 and provide feedback to MIST-RP.

4. Statutory Authority to Procure Requirement under Sole Source Procedures:

IAW 10 USC, 2304 (c)(1) - The information contained in the program, and the areas in which the program will be implemented, are sensitive in nature and mission related. There is only one responsible, vetted, and trusted source from which the requirement can be met and the information safe guarded.

Brand Labs went through relatively the same vetting process as Rocket Science. BrandLab was chosen due to their high quality research, Host Nation contacts, and information they can provide to the MIST-RP. BrandLab also has their employee's sign a statement of confidentiality to ensure they know the importance of keeping close guard of the information that they handle.

5. Description of the Unique Capabilities or Qualifications, which Requires Acquisition under Sole Source Procedures:

BrandLab is a trusted and vetted marketing research company that has worked for the past 5 years, producing numerous surveys and research findings for the MIST-RP. BrandLab thus, has all the knowledge and abilities to help MIST-RP continue the research and surveys in support of Tier 2 of the One Mindanao Campaign. BrandLab and the MIST have worked together on a number of projects for over 5 years with no problems or information leaks. Given the sensitivities of such a program as this, and the fact that this is a continuation of survey projects provided by BrandLab, there is no need to make other research firms privy to sensitive information and our operations. MIST-RP prefers to compartmentalize the information rather than have countless individuals aware of what we do. We would be able to easily narrow down leaks if necessary.

(5a) Possible Consequences of a Sensitive Information Leak.

If sensitive information was leaked to other non-vetted companies, the consequence could have a large negative impact to the mission of the MIST, JSOTF-Philippines and the US Embassy Manila. Any such leak could possibly compromise the program, which has already had large amounts of money invested into it, and taken many years to study, analyze, and produce. Sensitive information leaks to non-vetted companies could also compromise the safety and security of MIST personnel and contractors in Manila and Mindanao. Sensitive information leaks could also place information in the hands of groups that are against the United States and its allies that wish to do harm to the U.S. and Filipino forces and citizens in the Philippines. Our work is sensitive in nature and if we were to be identified by the wrong people, especially in a country that has many threat groups and organizations that wish to discredit the Government United States, the results could be disastrous. This country also has a very active political environment and if these organizations were to get a hold of certain information, it could have negative political repercussions. BrandLab understands the sensitivities of the work they do for us, and realize that their lives would also be in great danger if the wrong people found out they were working with U.S. government.

(Sb) Contracting Requirement Regarding the Non-Release Of Sensitive Information To Other Companies And The Public

This sensitive information is not to be release to any other companies or to be made public information. NAVSUP personnel will not post solicitations in any venue, in any medium, or release any solicitations to any company, other than the company stated in the SOLE SOURCE JUSTIFICATION. Each survey of the One Mindanao Campaign itself is sensitive until it is properly conducted by BrandLab personnel. Release of sensitive survey information during prior to production, during production, or prior to proper implementation by BrandLab personnel will compromise the mission, the survey, and the One Mindanao Campaign.

6. Description of Efforts Made to Ensure that Offers Are Solicited from as Many Potential Sources as Is Practicable (i.e., FACNET, CBD Synopsis or Documentation Explaining Exception to Synopsis Requirement):
Upon approval of this document and in accordance with FAR 13.106-1(b)(1), an offer will be solicited from the only known source reasonably available. A highly detailed Independent Government Estimate will be provided to the contracting officer to satisfy fair and reasonable pricing requirements.

7. Determination that the Anticipated Cost to the Government Will Be "Fair and Reasonable":
The Government will determine the dollar value associated with this procurement to be Fair and Reasonable by conducting a comparison of the proposed price with prices found reasonable on previous purchases and by conducting a comparison with similar items in a related industry IAW FAR 13.106-3(a)(2)(ii) and 13.106-3(a)(2)(iv)

8. Description of the "Market Research" Conducted and the Results or a Statement Explaining the Reason Market Research Was Not Conducted:

The use of the marketing research company BrandLab is the best way to have the Post / Pre Testing Surveys for One Mindanao Campaign; Tier 2 accomplished. One Mindanao is a 5-tiered campaign which, since its inception, was designed by Rocket Science under direction of the MIST, in conjunction with the surveys and testing of BrandLab. BrandLab is a trusted and vetted marketing research firm which conducts many of the surveys and research findings that MIST-RP utilizes in their analysis. BrandLab thus has all the knowledge and abilities to help MIST-RP continue the research and surveys necessary to evaluate Tier 2 of the One Mindanao Campaign. BrandLab and the MIST have worked together on a number of projects for over 5 years with no problems or information leaks. Given the sensitivities of such a program as this, and the fact that this is a continuation of a campaign, which was developed as a result of the research conducted by this company, there is no need to make other companies privy to sensitive information and our operations.

9. Any Other Documentation that Would Lend Support to the Sole Source Justification:
There have been no issues with any of the surveys that BrandLab has conducted for MIST-RP, and it is not necessary to search out other research firms for the Post / Pre Testing of Tier 2.

10. Listing of Interested Source:
Not applicable.

11. Statement of Actions, if any, to Remove Barriers to Competition: No other actions are anticipated to remove or overcome barriers to competition prior to the procurement associated with the current requirement.

12. Contracting Officer Certification that the Justification Is Accurate and Complete to the Best of the Contracting Officer's Knowledge and Belief with Supporting Data:
Based on the aforementioned, I certify that the information provided to support this recommendation is complete and accurate to the best of my knowledge and belief.

13. Total Estimated Dollar Value of the Acquisition Covered by this J&A: US\$67,700.00

14. Contracting Activity Point of Contact: The Contract Specialist for the proposed contract action is

Philip Yip
Contract Specialist


FISC Yokosuka
SAP(TP)- J&A for Sole Source
(JUN 2008)

FISCYINST 4280.1D

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CERTIFICATION AND APPROVAL PAGE -

All evidence supporting data that verify the Government's minimum needs or requirements or other rationale for a sole source and form a basis for this justification are accurate and complete to the best of my knowledge and belief.

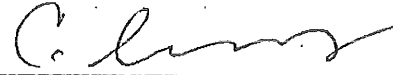
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Technical or Requirements Date
Personnel Certification

This justification is accurate and complete to the best of my knowledge and belief.

 *06-29-2010*

Contracting Officer Date
☒ Approval
(Actions between \$100,000 ~ \$550,000)
☐ Certification
(Actions exceeding \$550,000)

 *6-30-10*

Competition Advocate Date
☐ Approval
(Actions between \$550,000 ~ \$5.5 million)
☒ Concurrence
(Actions between \$100,000 ~ \$550,000)